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DEPARTMENT OF JUSTICE  
MAR 15 10 54 AM '77  
REGISTRATION UNIT  
CRIMINAL DIVISION

UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D.C. 20530

AMENDMENT TO REGISTRATION STATEMENT

Pursuant to the Foreign Agents  
Registration Act of 1938, as amended.

1. Name of Registrant  
Ruder & Finn Incorporated

2. Registration No.  
1481

3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To correct a deficiency in

☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.

☐ Initial Statement

☐ Supplemental Statement  
for \_\_\_\_\_

☒ Other purpose (specify) To notify of spot assignment on behalf of Japan Fisheries Assoc. for our affiliate Hara Associates.

☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list -

Exhibit A

Exhibit B - with memorandum requesting our participation from Hara Associates

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

This serves as notice that Ruder & Finn undertook a spot assignment on behalf of Hara Associates, Inc. of Japan, for the Japan Fisheries Association.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

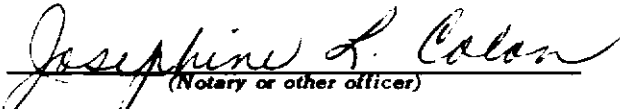
(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

  
Norman Weissman  
Secretary

Subscribed and sworn to before me at New York, New York

this 8th day of March, 19 77

My commission expires \_\_\_\_\_

  
(Notary or other officer)  
JOSEPHINE L. COLON  
Notary Public, State of New York  
No. 31-0714870 Qual. in N.Y. Co.  
Commission Expires March 30, 1977

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EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.

|   |   |                             |
|---|---|-----------------------------|
| 1. Name and address of registrant<br>Ruder & Finn Incorporated<br>110 East 59th Street<br>New York, New York, 10022 |   | 2. Registration No.<br>1481 |
| 3. Name of foreign principal<br>Japan Fisheries Association (spot assignment<br>for Hara Associates)                | 4. Principal address of foreign principal<br>-don't know Japan Fisheries Address-<br>Hara Associates, Inc. -Room 902<br>Sankyo Bldg. - 7-12 Tsukiji 2 Chome<br>Chuo Ku - Tokyo, Japan 104 |                             |
| 5. Indicate whether your foreign principal is one of the following type:  |   |                             |

☐ Foreign government

☐ Foreign political party

☒ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☒ Association

☐ Other (specify) \_\_\_\_\_

☐ Individual - State his nationality \_\_\_\_\_

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant. N/A

b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

a) Principal address N/A

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

An Association of Japanese Fishing Companies

b) Is this foreign principal

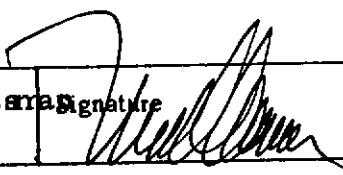
- Owned by a foreign government, foreign political party, or other foreign principal . . . . Yes ☐ No ☒
- Directed by a foreign government, foreign political party, or other foreign principal, . . . Yes ☐ No ☒
- Controlled by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☒
- Financed by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☒
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal . . . . . Yes ☐ No ☒
- Subsidized in part by a foreign government, foreign political party, or other foreign principal . . . . . Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

N/A

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Membership of Private Japanese Fishing Companies

|                          |   |  |
|--------------------------|---|--|
| Date of Exhibit A 3/8/77 | Name and Title Norman Weissman<br>Secretary | Signature  |
|--------------------------|---|--|

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EXHIBIT B

TO REGISTRATION STATEMENT  
Under the Foreign Agents Registration Act  
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

| Name of Registrant         | Name of Foreign Principal  |
|----------------------------|--|
| Ruder & Finn Incorporatedx | Japan Fisheries Association<br>(spot assignment for Hara Associates) |

Check Appropriate Boxes:

1. ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
2. ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3. ☒ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

Our correspondence is with our Japan affiliate, Hara Associates, and not with Japan Fisheries Association directly.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.


See Memorandum from Harra Associates, attached.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

See Memorandum from Hara Associates, attached.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1/</sup> Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

| Date of Exhibit B | Name and Title               | Signature   |
|-------------------|------------------------------|---|
| 3/8/77            | Norman Weissman<br>Secretary |  |

<sup>1/</sup> Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

# HARA ASSOCIATES, INC.

Room 902, Sankyo Bldg., 1-10-1, Nishi-Shinjuku, Chuo-ku, Tokyo, Japan 104  
Telephone: Tokyo (03) 3353286  
Cable Address: HARAPRAID

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## CLIENT SERVICE MEMO

Date: January 25, 1977

To: Norman Weissman/  
Dick Gilbert

From: Tom Hara

c.c. Ranko Iwamoto  
H. Watanabe DPRC

Subject: Japan Fisheries Association (Dainihon Suisan Kai)

.....

This industry association has the membership of about 500 fishing firms and other related businesses. The association has been seriously concerned with the 200-mile economic zone issue.

The Association has not been doing any organized public relations activity except placements of 'opinion advertisements' in New York Times, Los Angeles Times, Chicago Tribune, Christian Science Monitor and Seattle Post-Intelligencer last year and a JETRO-type film showing on KWHY (on air January 27).

The Association is sending a fact-finding mission to the United States from February 15 to March 5 visiting Anchorage, Kodiak, Seattle, Vancouver, New York, Washington DC, Los Angeles, San Diego, San Francisco and Honolulu.

Their activities in these cities will be looked after by representatives of Japanese fishing companies who are members of the Association, but the mission wants your help in Seattle and New York.

What the mission wants from Ruder and Finn is your help and advice on the assessment of the effectiveness of their past advertising activities and recommendation as to the Association's future public relations program.

I have itemized the things you will be expected to do for the mission members:

1. General background briefing by you or any other senior consultants.

*data changed  
2/22/77  
March 22*

2. Make arrangements for mission members to talk with a few opinion leaders (academic, journalists, etc.)

Accompany mission members at these meetings, and give your comments afterwards.

I don't know how you will be covering Seattle. You will probably need to use the service of the local field network people.

We have a budget of \$1,500, which I know is small, to cover both New York and Seattle. I consider this an initial step to obtain a full scale business from Japan Fisheries Association, and I want you to regard this \$1,500, not as a normal fee but just to cover expenses.

What I really want is for you to demonstrate Ruder and Finn capabilities by telling them what can be and should be done, and give me a program and materials which I can use to work out a public relations proposal to the Association when the mission comes back.

Any questions, please telex.

*Additional \$50,000  
(about \$170) was arranged*